

**WRIGHT STATE UNIVERSITY**  
*Raj Soin College of Business*  
*Department of Management*

**INTERNATIONAL MANAGEMENT**

**MGT 721-01 WINTER 2009**

Prof. Riad A. Ajami, PhD

<b>Meeting Time:</b>	Tuesday 6:05 – 9:25p	<b>Classroom:</b>	Rike Hall 020
<b>Office Hours:</b>	Tuesday 2p-3p Wednesday 3p-4p	<b>Office:</b>	Rike Hall 270A

**COURSE OBJECTIVES:**

Globalization and worldwide privatization of industries and a semblance of market openness and political democratization through various parts of the world are all manifestations of a brave new world – a world characterized by global business strategic and cross-border linkages. The arrival of “BRICS” countries, particularly the “rise” of China, the “awakening” of India, and the economic revival of Brazil, and OPEC countries’ (mostly Middle Eastern oil producers) strongly suggest that a period of promise as well as upheaval and uncertainty is upon us. The US dependency on foreign funds and financial resources as well as petroleum and energy imports represents a serious challenge to the US, and could result in a realignment of winners and losers in a global market place, and create a higher level of synthesis between business strategies and politics. Presently, global business has emerged as a major factor in dictating global outcomes, and, while the relationship between politics and commerce is not new, the increasing power of international business to influence social and political decisions in industrial democracies and emerging economies certainly is. As evidenced by all the above, the challenges to policymakers, global technocrats and multinational corporate managers are immense. Global corporate strategy will evolve to reflect these challenges.

Technological progress has made globalization possible while resulting in a worldwide market for goods, capital and commercial and technological services. Globalization is creating both costs and benefits in the United States and in many other regions of the world. Low- and high-skill occupations and professions, workers, entrepreneurs and small-, medium- and large-sized enterprises are being impacted by the advance of Globalization and Global Consumer Markets.

**SUGGESTED TEXTBOOK:**

- Ajami, R., & Bear, M. (2007). *The Global Enterprise: Entrepreneurship and Value Creation*. New York: The Haworth Press.
- Maidment, Fred [editor] (2009). *Annual Editions: International Business*. 15<sup>th</sup> Edition. Boston: McGraw Hill: Higher Education.  
**ISBN: 978-0-07-352851-9**

## **\*ADDITIONAL SUGGESTED READINGS:**

1. Ajami, R. (2004, 18 August). Exxon-Aramco? *The Wall Street Journal*.
2. Ajami, Bear, & Norreklit (2004). Multinational Corporate Sustainability: A Content Analysis Approach. Eds. Nemati & Barko. *Organizational Data Mining*.
3. Cool, K. (1999, 13 December). Critical Mass and the Winner-Takes-All-Battle. *The Financial Times* "Mastering Strategy" Special Issues, pp. 6-7.
4. Ajami, Arrington, Mitchell, & Norreklit (2006, March). The Dignity of Difference in the Face of Global Markets. *Cambridge Review of International Affairs*.
5. Ajami, R. (1995). The International Trading and Production System. *The Wharton School, Working Paper*, University of Pennsylvania.

### **Periodicals:**

*Wall Street Journal, The Economist, Business Week, Financial Times*

### **Specialized publications:**

United Nations Documents, World Bank, International Monetary Fund, US Government, and OECD Documents will be used to update textbook material and to enhance class discussions.

### **Some Useful Web Sites**

- ◆ <http://www.stat-usa.gov/stat-usa.html>
- ◆ <http://www.oecd.org/daf/cmif/fdi/statist.htm>
- ◆ <http://ciber.bus.msu.edu/busres.htm>
- ◆ <http://www.ilo.org>
- ◆ <http://www.ustr.gov>
- ◆ <http://www.mcb.co.uk/cgi-bin/journal1/imr/>
- ◆ <http://www.census.gov/foreign-trade/www/>
- ◆ <http://www.customs.ustreas.gov/impoexpo/abaesint.htm>
- ◆ <http://www.tradenet.gov>
- ◆ <http://www.wachovia.com>
- ◆ <http://www.fita.org>
- ◆ <http://www.executiveplanet.com>
- ◆ <http://www.tdctrade.com/mktprof>
- ◆ <http://www.lcweb2.loc.gov/frd/cs/>
- ◆ <http://www.cia.gov/cia/publications/factbook/>
- ◆ <http://www.globalcorruptionreport.org>

## **METHODOLOGY AND ASSIGNMENTS:**

Course methodology will consist of class discussions augmented by International Management Industry Analysis and discussions.

## STUDENT RESPONSIBILITIES:

1. The student is expected to attend all classes. Arrive to the classroom BEFORE class starts. **Two** unexcused absences will result in a lower grade.
2. Participation based upon informed synthesis of reading material (assigned as well as other retrieved information by the students from relevant publications [Management International Review and Journal of International Management, *Foreign Policy*, *Foreign Affairs*, *The Economist*, among others]) is expected.
3. Each student is required to do research and write a paper (10 –15 pages double-spaced) on a topic approved by Professor Ajami. The paper must be properly foot-noted with references and citations. The paper can be done either individually or as a member of a group of no more than three.
4. For assistance in writing and organizing your research paper, please consult Kate, Turabian, Guide to Thesis Writing and/or Aaron, Jane E., The Little, Brown Essential Handbook for Writers, 1997.
5. Be respectful, professional and courteous with the professor and fellow students.
6. No food or drinks are allowed during lecture; however, there will be an adequate break period to consume food.
7. **NO LAPTOPS** or other electronics are to be used during class time.

## GRADING:

The work required for this class and their contribution to the final grade are as follows:

<b>Exam 1</b>	<b>50%</b>
<b>Project Analysis, Meaningful Participation, and Discussion</b>	<b>50%</b>

## GRADE DISTRIBUTION

- A      89 – 100  
B      70 – 88  
C      69 and below

## ACADEMIC INTEGRITY

It is the policy of Wright State University to uphold and support standards of personal honesty and integrity for all students consistent with the goals of a community of scholars and students seeking knowledge and truth. Furthermore, it is the policy of the University to enforce these standards through fair and objective procedures governing instances of alleged dishonesty, cheating, and other academic misconduct.

## COURSE SCHEDULE:

WEEK	TOPIC	*READING #
<b>Week 1:</b> January 6	<i>Introduction:</i> Globalization and International Management	1, 32, 41
<b>Week 2:</b> January 13	Global Business, Economy, and Society: Challenges and Opportunities	6, 13, 28, 34, 38
<b>Week 3:</b> January 20	Global Managerial Strategies  Technology Management and Transfer	17, 18, 20, 25, 26, 35
<b>Week 4</b> January 27	Global Trade	2, 4, 7, 11, 12, 39
<b>Week 5:</b> February 3	Financial Globalization	14, 15, 30 Ajami and Bear: <i>Global Enterprise</i> : pg. xxix-xxxvi; 1-15
<b>Week 6:</b> February 10	Convergence/Diversions in Global Markets and Operations	5, 8, 24, 31, 33, 40
<b>Week 7:</b> February 17	Cultural and Social Environment  International Management and the Future	16, 21, 22
<b>Week 8:</b> February 24	<b>Presentations Start</b>	X
<b>Week 9:</b> March 3	<b>Presentations Finished</b>	X
<b>Week 10:</b> March 10	<b>Exam</b>	X

\* **Reading number related to article numbers assigned in *Annual Editions: International Business: Fifteenth Edition (2009)*.**